

ABSTRAK

Firas Fahd Muhammad, 0901591, Pengaruh *Promotions Mix* Terhadap *Sport Decisions* di D’Groove Sport and Wellness Center (Survei Pada Partisipan D’Groove Sport and Wellness Center). Di bawah bimbingan Dr Vanessa Gaffar, SE., AK., MBA dan Oce Ridwanudin., SE., MM.

D’Groove Sport and Wellness Center merupakan salah satu *fitness service* yang ada di kota Bandung. Jumlah *non-member* kunjungan di D’Groove Sport and Wellness Center mengalami penurunan. Oleh karena itu, manajemen D’Groove Sport and Wellness Center melakukan strategi *promotions mix* yang terdiri dari *advertising*, *personal selling* dan *sales promotion*. Tujuan penelitian ini adalah untuk memperoleh temuan mengenai sejauhmana *promotions mix*, *sport decision* di D’Groove Sport and Wellness Center. Dan bagaimana pengaruh *promotions mix* ke *sport decisions* di D’Groove Sport and Wellness Center, Jenis penelitian yang digunakan bersifat deskriptif dan verivikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 responden dengan teknik penarikan sampel yang digunakan yaitu *purposive sampling*. Teknik analisis data yang di gunakan yaitu analisis jalur (*path analysis*). Variabel *independent* dalam penelitian ini yaitu *advertising* (X_1), *personal selling* (X_2) dan *sales promotions*(X_3) sedangkan variabel *dependent* yaitu *sport decisions*(Y) yang terdiri dari *physical surroundings*, *social surroundings*, *time*, *reason for participations* dan *antecedent states*. Hasil penelitian menunjukan bahwa tanggapan responden terhadap *promotions mix* dan *sport decisions* secara umum sangat tinggi. Faktor yang mendapat penilaian tinggi yaitu *personal selling* dan yang mendapat penilaian rendah yaitu *sales promotions*. Tanggapan responden terhadap *sport decisions* dinilai tinggi. Indikator yang mendapatkan nilai tertinggi yaitu *time*. Sedangkan indikator yang mendapat nilai rendah yaitu *reason for participations*. Berdasarkan pengujian SPSS 20 menunjukkan adanya korelasi simultan dan parsial antara *promotions mix* dengan *sport decisions*. Berdasarkan penelitian ini, manajemen D’Groove Sport and Wellness Center diharapkan dapat meningkatkan program *advertising* demi meningkatnya partisipan *non-member*.

Kata Kunci: *Promotions Mix, Sport Decisions*

ABSTRACT

Firas Fahd Muhammad, 0901591,*The influence of promotions mix against sport decisions in D'Groove sport and wellness center (survey participants in a D'Groove sport and wellness center. Under the guidance of Dr.Vanessa Gaffar, SE., AK., MBA and Oce Ridwanudin., SE., MM.*

D'Groove Sport and Wellness Center is one of fitness services that exist in the city of Bandung. The number of non-member visits in D'Groove Sport and Wellness Center has decreased. Therefore, management D'Groove Sport and Wellness Center doing promotions mix strategy which consists of advertising, personal selling and sales promotion. The purpose of this research is to obtain the findings on about promotions mix , sport decision in D'Groove Sport and Wellness Center. And how the influence of promotions mix into sport decisions D'Groove Sport and Wellness Center. The kind of research that is used is descriptive and verification by a method used namely explanatory survey. The sample as many as 100 respondents in this research of the sample used technique which is purposive sampling .The technique of analysis of data in use is an path analysis. Independent variables in this research that is advertising (x1) , the selling personal (x2) and sales promotions (x3). While sports decisions are dependent variable (y) consisting of physical surroundings, social surroundings, time, reason for participations and antecedent states. The results of the study showed that it was respondents of promotions mix and sport decisions in general is very high. Factors that got high assessment namely personal selling and who gets low assessment namely sales promotions. The response of respondents of sport decisions are considered to be high. An indicator that get the highest score namely time .While an indicator that they received a lowest score that is reason for participations. Based on testing spss 20 shows the simultaneous correlation and partial between promotions mix with sport decisions. Based on this research, management D'groove sport and wellness center expected to increase advertising program for the sake of increasing the participants non-member.

Key Words : *Promotions Mix, Sport Decisions*